

Rohit Kumar

Digital Marketer

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Senior SEO Executive / Digital Marketing Specialist / Technical SEO & Google Ads Expert

Performance-driven Senior SEO Executive with 4+ years of experience in driving measurable growth through SEO, paid advertising, and technical optimization. Proven expertise in improving organic search rankings, running targeted paid campaigns, and executing full-funnel marketing strategies. Strong background in working with diverse industries including IT services, e-waste management, and automotive, with hands-on experience in tools like SEMrush, Ahrefs, Screaming Frog, Zoho, and Google Ads. Known for combining data, creativity, and strategy to deliver results that matter.

Experience

Dev IT Serv (Gurgaon)

June 2023 - July 2025

Senior Associate Marketing

- Run Google Ads Campaigns for **Trash Marvel Website** for Lead Generation.
- Run Facebook & LinkedIn Ads for **DevIT Serv Website** to enhance visibility & target niche audiences.
- Handling the SEO Projects, On-Page, Technical SEO of **Deshwal Waste Management, DevIT & Renew Circuits**.
- Manage **DevIT Serv** social media by creating content, scheduling posts, and engaging with the audience across key platforms.
- Utilizing LinkedIn Sales Navigator to streamline prospecting efforts, enhance lead qualification, and drive targeted outreach.
- Managing marketing campaigns and automating tasks with Zoho Marketing Automation to increase efficiency and improve results.
- Website Optimization, On Page optimization through the tools and apply new work according to the google algorithms.
- Technical Audit: Measuring website performance by auditing on technical parameters like page load speed, image optimization, page performance, page rendering, redirection, internal linking and 404 error.
- Keyword Analysis & Categorization: Identify new keyword areas based on different locations to target and categorizing them based on the website structure.
- SEO Tools : Ahref, SEMRush Plan SEO Strategy according to the New Keywords.
- Supervised off-page activities such as backlink acquisition, blog submissions, and guest posting.

Tractor Junction

September 2022 - June 2023

Seo Executive

- Managed SEO operations for both **Tractor Junction** and **Bike Junction** platforms.
- Technical Audit: Measuring website performance by auditing on technical parameters like page load speed, image Optimization, page performance, page rendering, redirection, internal linking and 404 error.
- Schema Creation & Optimization: Analyzing and creating all the different schema markups For Web.
- On-Page Optimization: Optimizing Meta title, Meta description, H1, Alt tags, and URL structure to make website crawl friendly.
- Keyword Analysis & Categorization: Identify new keyword areas based on different locations to target and categorizing them based on the website structure.
- Implement an effective link-building strategy.
- Improve SEO by creating high-quality backlinks.
- Stay on top of SEO industry news, trends & tools.

Course Joiner

December 2020 - August 2022

Seo Executive

- The role includes creating keywords for the targeted web sites, so that the web sites get ranked the top most while doing Google search.
- Creating keywords for web pages in the manner so that they can appear quickly in Google crawl while Googling.
- Creating keywords to increase search ranking.
- Review of Traffic Report Using Google Analytic Tool, Increased organic page view the reduction of bounce rate on website through site content Management & SEO Analysis.
- Communication with Manager, Team Members, Team Leaders, Developers, Company head regarding for company project.
- Designed images for diverse platforms, enhancing brand exposure and engagement.
- Engagement-focused campaigns on Facebook, increasing user interaction and community engagement with the brand.
- Facebook lead generation campaigns, effectively capturing quality leads through strategic ad placements and audience targeting.

Education

NewBalBharti Public School

2014

- High School

B.R Tyagi Senior Secondary School

2016

- Senior Year of High School

Guru Gobind Singh Indraprastha University

2019

- Bachelor of Vocational in Software Development

Guru Gobind Singh Indraprastha University

2021

- Master of Vocational in Software Development

Certification

DOEACC "O" Level Module Certificate in Information Technology.

DOEACC "O" Level Module Certificate in Multimedia.

Skills

- **SEO & SEM:** Technical SEO, On-Page Optimization, Keyword Research, Schema
- **Performance Marketing:** Google Ads, Facebook Ads, LinkedIn Ads
- **Web & Analytics:** Google Analytics, Tag Manager, Search Console, WordPress
- **Automation & CRM:** Zoho Marketing Automation, LinkedIn Sales Navigator
- **Design & Content:** Canva, Content Optimization, Email Campaigns
- **Tools:** SEMrush, Ahrefs, Screaming Frog, Keyword Planner

ACHIEVEMENT

- Delivered 40%+ growth in organic traffic for Renew Circuits and Deshwal Waste Management.
- Scaled ad budgets while maintaining profitable ROAS.
- Built and managed 20+ SEO strategies across sectors like e-waste, automotive, IT, and consumer products
- Led a team of off-page specialists and mentored junior SEO executives
- Recognized for cross-functional collaboration and result-oriented digital marketing execution